

**WOMEN REPRESENTATION ON BEAUTY BRAND VIDEO  
ADVERTISEMENTS: A CRITICAL DISCOURSE ANALYSIS**

**THESIS**

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UNIVERSITAS ISLAM NEGERI MAULANA MALIK  
IBRAHIM MALANG**

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ADVERTISEMENTS: A CRITICAL DISCOURSE ANALYSIS**

**THESIS**

Presented to  
University Islam Negeri Maulana Malik Ibrahim Malang  
In Partial Fulfillment of the Requirements for the Degree of Sarjana Sastra (S.S.)

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MALANG  
2022**

## STATEMENT OF AUTHORSHIP

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Malang, 11 November 2022

The researcher



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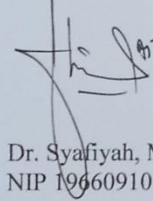
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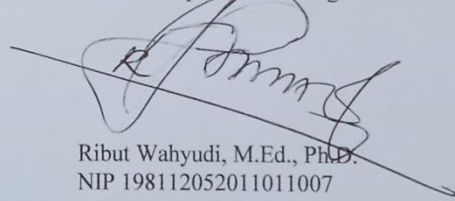
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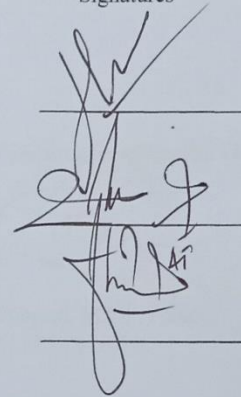
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## **MOTTO**

Don't let the noise of others opinions drown out your own inner voice.

**Steve Jobs**

## DEDICATIONS

I dedicate this thesis to my mother because without her and wishes in every *sujud* and tears, this thesis would not be finished.

Also to my father, without his hard work, every word in this thesis would not have existed.

Lastly, for myself, thank you for sticking around and working hard.

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Praise and gratitude the researcher prays to Allah SWT and *sholawat* to *Rasulullah SAW* thus the author can complete this thesis entitled “**Women Representation on Beauty Brand Video Advertisements: A Critical Discourse Analysis**” without any obstacles. This thesis is prepared to fulfill the requirements for the degree of *Sarjana Sastra* (S.S.) in Department of English Literature.

The researcher is fully aware that this thesis could not have been completed without the support, direction, guidance and prayers from many parties. Therefore the author would like to express respect and gratitude to:

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Malang, 11 November 2022

A handwritten signature in black ink, appearing to be 'Nanik Furoida', with a stylized flourish at the end.

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## ABSTRACT

**Furoida, Nanik.** (2022). *Women Representation on Beauty Brand Video Advertisements: A Critical Discourse Analysis*. Undergraduate Thesis. Department of English Literature. Faculty of Humanities. Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor Dr. Syafiyah, M.A.

*Key word: Women representation, CDA Sara mills, ideology*

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Beauty brand advertisement has a fairly close relationship with women. This is because women are the main target of these products. Therefore, how women are represented in beauty product advertisements has an important value that can influence the stereotypes of women in society. Women are frequently discriminated against or portrayed as objects in the media, whether in films or news. In this study, the researcher aims to analyze the representation of women in advertisements, especially beauty brand advertisements. By using critical discourse analysis of video advertisements from several beauty brands, the advertisements will be analyzed using Sara Mills' three-stage analysis, because Mills (1998) stated that CDA analyzes how text, news, photos, and films, including advertisements, represent women. This research is a qualitative descriptive study using a critical discourse analysis approach. This study uses the theory of CDA by Sara Mills, especially the feminist stylistic three-stage analysis model. By using analysis at the level of words, phrases or sentences and discourse, the researcher examines how women are represented in beauty brand video advertisements and the ideology that underlies the representation. The data for this research is verbal language contained in the video advertisements. The researcher found that women were represented positively. Women are represented as subjects who have the power to do something and have full control over themselves. From the representation, it is found that there are feminist ideological values that underlie the representation.

## ABSTRAK

**Furoida, Nanik.** (2022). *Women Representation on Beauty Brand Video Advertisements: A Critical Discourse Analysis*. Skripsi. Sastra Inggris. Fakultas Humaniora. Universitas Islam Negeri Maulana Malik Ibrahim Malang. Pembimbing Dr. Syafiyah, M.A.

*Kata Kunci: Representasi perempuan, CDA Sara Mills, ideologi*

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Iklan produk kecantikan memiliki kaitan yang erat dengan perempuan. Hal ini karena perempuan adalah target utama dari produk tersebut. Penggambaran perempuan yang direpresentasikan dalam iklan produk kecantikan dapat memengaruhi stereotipe perempuan di masyarakat. Media seringkali mendiskriminasi perempuan atau menampilkan perempuan sebagai objek, baik dalam film maupun berita. Oleh karena itu, penelitian ini bertujuan untuk menganalisis representasi perempuan dalam iklan, khususnya iklan-iklan dari merek kecantikan. Penelitian ini merupakan penelitian deskriptif kualitatif dengan pendekatan analisis wacana kritis. Penelitian ini menggunakan teori CDA Sara Mills khususnya model analisis tiga tahap feminist stylistic. Dengan menggunakan analisis dari level kata, frasa atau kalimat dan discourse peneliti secara khusus mengkaji bagaimana perempuan direpresentasikan pada video iklan-iklan merek kecantikan serta ideologi yang melandasinya. Peneliti menemukan perempuan direpresentasikan secara positif. Perempuan direpresentasikan sebagai subjek yang memiliki kuasa untuk melakukan sesuatu serta memiliki kendali penuh atas dirinya. Dari representasi tersebut ditemukan adanya nilai-nilai ideologi feminis yang melandasi representasi perempuan dalam iklan-iklan produk kecantikan.

## البحث مستخلص

فراندا، نانتيك. (2022). تمثيل النساء في إعلانات الفيديوهاات لماركات التجميل: تحليل الخطاب النقدي. البحث الجامعي. قسم الأدب الإنجليزي، كلية العلوم الإنسانية، جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج. المشرفة: الدكتورة شافية الماجستير.

**الكلمات الأساسية:** تمثيل النساء، تحليل الخطاب النقدي لسارة ميلز، أيديولوجيا

كانت إعلانات منتجات التجميل لها علاقة وثيقة مع النساء. هذا لأن المرأة هي الهدف الرئيسي لهذه التجارية. لذلك، فإن كيفية تمثيل المرأة في إعلانات منتجات التجميل لها قيمة مهمة. تؤثر على الصور النمطية للمرأة في المجتمع. غالبًا ما تميز وسائل الإعلام ضد المرأة أو تقدم المرأة كالأغراض، سواء في الأفلام أو في الأخبار. الهدف لهذه الدراسة يعني لتحليل تمثيل المرأة في الإعلانات وخاصة إعلانات العلامات التجارية الخاصة بالجمال، باستخدام طريقة تحليل الخطاب النقدي. سيتم تحليل إعلانات الفيديو من العديد من ماركات التجميل باستخدام تحليل سارة ميلز (Sara Mills) المكون من ثلاثة مراحل. لأن ميلز ذكر أن CDA تحلّل كيف أن النصوص والأخبار والصور والأفلام، بما في ذلك الإعلانات، تمثل النساء. هذا النوع من البحث هو بحث وصفي نوعي باستخدام منهج تحليل الخطاب النقدي. النظرية المستخدمة لهذا البحث تعني نظرية CDA لسارة ميلز، وخاصة نموذج التحليل الأسلوبي النسوي ثلاثي المراحل. باستخدام التحليل من مستوى الكلمات أو العبارات أو الجمل والخطاب، قامت الباحثة على وجه التحديد بفحص كيفية تمثيل النساء في إعلانات الفيديو لعلامات التجميل وما هي الأيديولوجية التي تقوم عليها. وجدت الباحثة أن النساء تم تمثيلهن بشكل إيجابي. يتم تمثيل النساء على أنهن ذوات القدرة على القيام بشيء ما والتحكم الكامل في أنفسهن. من هذا التمثيل، وُجد أن هناك قيم أيديولوجية نسوية تكمن وراء التمثيل.

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## **CHAPTER I INTRODUCTION**

This chapter contains six subheadings. This chapter begins with the background of this research. Then proceed with the research question and its objectives. The afterward significance of the study, its scope and limitations, as well as the definition of key terms are also included in this chapter.

### **A. Background of the Study**

Beauty goods are now a necessity for many individuals, especially women and those in the upper and lower middle classes. Beauty companies sell their products through a variety of ideas and media due to the strong demand for beauty items in the market. It is demonstrated by the profusion of commercials for cosmetic products that are easy to find in our digital era. An advertisement is a form of promotion that businesspeople use to spread the word about their goods. Both print and electronic media contain advertisements. The most often utilized electronic media for beauty product advertisement including television, YouTube, and social media including Instagram, Facebook, and Tiktok. The most effective form of advertisement among the several that are offered is video advertisement. A video ad has all the tools necessary to reach a large audience. It mixes visuals, audio, and text to sway customers' emotions, bodies, and wallets in order to make them appreciate the product. YouTube is a popular platform for large cosmetic firms to advertise their goods. The items of each company were introduced using a variety of themes, ranging from the most popular to brand-new, original themes.

Because more people watch YouTube than television in this era, YouTube is the best platform to sell a product.

Advertisement has a significant impact on the formation of values and social reality. Advertisement is an example of communication that is used to sell products or services, which not only serves to attract attention but also to persuade and contribute towards satisfaction (Karimova, 2012). Basically, advertisement is a promotional medium that has a major influence on the formation of social reality in society. In addition, Kannan & Tiyagi (2013) stated that an advertisement has two objectives: overt and covert. With these functions, advertisement can form a new social reality. The social reality is then adapted by the community into values and norms that generally apply in daily life. Consequently, new stereotypes emerge against men and women, caused by the circumstance of advertisements. Advertisements for beauty products also have an influence on the formation of women's social values and realities. This then produce new stereotypes against women, which indirectly affected women's gender identity in society.

The gender identity of women is constructed by norms that are created by society, where women are often portrayed negatively. In the media, such as news and advertisements, women are often used as objects of violence, as sexual objects or even sexual symbols. In the media, women are always marginalized. The media often uses words that present male-oriented experiences as norms, such as mankind, salesman, postman, and etcetera. In addition, terms for women are often demeaning, such as hostess. Beauty brand advertisements not only promote their products but also highlight society's standards by promoting an ideal



lifestyle and manipulating the viewers to believe whatever is advertised is indeed true.

Beauty product advertisements often use retouched images to make models appear more perfect than they actually are (Rohmah, 2020). In addition, most beauty brands use the word slim to promote their products. This indirectly creates a paradigm that the standard of beauty is a thin and tall body and a perfect face, which makes many women, feel dissatisfied with their appearance. The ideology of beauty in beauty product advertisements is constructed against women by marginalizing them and limiting their role in society by advertisers, who are actually the people in power (Syeikh & Shuaib, 2018). The depiction of women in advertisements often does not represent modern women because they are labeled as exploitative, insulting, and demeaning (Khandeparkar & Motiani, 2015). This occurs, for example, when women are depicted as depending on the protection of men and trying hard to find the 'beauty ideal' to make their partners happy, while men are shown in a strong and powerful leading position (Heaathy, 2020). This study tries to raise the issue of women representation in advertisements and the ideology that underlie it, especially in advertisements for beauty brands.

Advertisement is a topic that is in great demand as an object of research. The advertisement contains a complete discourse that makes it very interesting to study. As in several previous studies that have been carried out, many researchers use advertisements as the object of their study. One of them is the research conducted by Najihah (2016) regarding The Ideological Concept of Beauty Reflected in Body Care Advertisements. By applying critical discourse analysis as

the theoretical basis, this research focuses on discourse and also the text contained in advertisements that reflect the concept of beauty ideology. Based on this research, the concept of the beauty ideology of the three beauty brands (Wardah, Oriflame, and Nivea) is divided into three, namely: eyes, ideal skin, and ideal lip. By using Fairclough's three-dimensional framework theory, this study reveals that the use of adjectives in beauty product advertisements has a function to explain the product or explain the results after using the product. The use of verbs in this research also serves to support the function of adjectives. In addition, this study also found that there are nine techniques used by advertisers to advertise their products.

A similar study was also conducted by Hambur (2019) about the construction of beauty image in beauty product advertisement slogans. Using critical discourse analysis as a framework, this study aims to analyze the beauty image contained in beauty product slogans and also the discourse strategies used by texts to manipulate women as social resources. By using Fairclough's three-dimensional model, this study describes how beauty images are manipulated and created through advertisements on Revlon and L'Oreal's Instagram accounts. The findings of this study indicate that beauty product companies try to instill beliefs such as "being something", "having something", and "becoming something" to describe the ideal beauty image. This can mislead women to be more individualistic and materialistic in order to achieve the ideal beauty image.

Another analysis of the beauty product advertisement was also conducted by Nugrawidhanti (2016) using a critical discourse analysis framework. The study focuses on the linguistic features and discourse strategies used by advertisements in Indonesia to construct a picture of the ideal beauty. Using Fairclough's three-dimensional analysis model, this study tries to find the implications of the Oriflame advertisement through linguistics features as well as discussion strategies. The linguistic features used in the Oriflame catalog in September and November 2015 and February 2016 include lexico-grammatical devices, rhetorical devices, syntactic features, and advertising registers. In addition, there are several discourse strategies used, including making positive-negative self-representation, puffery, presenting high-class images, providing scientific proof, sensual appeal, and adding appeal to inner beauty. These strategies and features are used by Oriflame beauty product advertisements to influence women and construct the concept of ideal beauty. This proves that the Oriflame catalog has contributed to the formation of an ideal beauty image for Indonesian women through images and texts that portray a certain type of beauty.

Suryatno (2016) conducted another study about language used in "Femina" and "Prestige" Magazines. He compared the language used in the two magazines to describe women. Considering that advertisement is a powerful, persuasive, and even manipulative tool, there are some negative effects caused by advertising content. Using the Fairclough CDA model, this study compares language features that show power relations between advertisers and audiences. The language feature also shows how advertisers build the image of their products through

personalization, cohesion, parallelism, modality, and disjunctive syntax. The language used in the advertisement also conveys a stereotype about the concept of an ideal woman through the vocabulary and also the adjectives used. The two magazines have different views on the concept of the ideal woman. In advertisements in Prestige magazine, women are described as "friends" of the men. While in Femina magazine, women are described as "wives" to their husbands. This picture is also influenced by the audience of each magazine, where the audience for Prestige magazine is the upper class, while the audience for Femina is the lower middle class.

In addition, another study was also conducted by Putri (2020) focusing on Instagram's caption in advertisement of Pond's. By using Fairclough's critical discourse analysis model, this research finds four types of linguistic features used in Pond's Instagram captions. In addition, this study also found that there are two discourse strategies used, namely celebrity endorsements and scientific evidence. By using these strategies and features, Pond's beauty product advertisements are successful in advertising their products by offering trust to the consumer that the product can brighten skin tone.

Iqbal (2020) has also conducted other studies that focused on the women's representation through billboard advertisements. This study aims to analyze the representation of women in ten billboard advertisements in Bahawalpur District. This research focuses on the use of language and visual techniques used to show portraits of women to attract customers' attention. By using Fairclough's three-

dimensional model and Kress and van Leeuwen's model of the grammar of visual design, this research shows that in these advertisements, portraited women are symbols of beauty. Women are depicted with an ideal lifestyle and have an important role in married life. so as to form a picture of a beautiful and ideal life in society.

Several studies on this kind of topic have been carried out by previous researchers using various kinds of theories. Xu & Tan (2020) conducted research about the SK II's "Change Destiny" campaign. It was conducted using a critical discourse analysis approach, especially systemic functional discourse analysis combined with social semiotic visual analysis. It uses advertisements for the SK II brand taken from the website from the period 2010 to 2017. It shows that even though the brand has claimed to empower women, gender ideology still dominates women. Hidayat's (2020) study stated that social reality can be formed through beauty advertisements. He conducted a comparative study of local (Indonesian) and international beauty products on YouTube using critical discourse analysis. The results of this study indicate that the text in advertisements is indeed designed in such a way as to influence and persuade consumers by lifting the existing reality and forming a certain reality so that it can attract consumer sympathy.

The application of CDA as a theoretical basis in the study of beauty advertisements has been very diverse. In terms of research objects, most of the studies concentrated on printed advertisements (Mendrofa, 2020; Banerjee & Kakade, 2018; Shah & Saher, 2019) and video advertisements (Rohmah, 2020;

Ahmed, Zhang, Ahmed, Farrukh, & Irshad, 2019; Hasyim, Arafah, Fatimah, & Saleh, 2021). Several methodologies have been used to examine the multimodal text of beauty advertisements, including social semiotic theory (Santi, 2020; Khairana, 2018); and systemic functional grammar (Andriyani, 2021; Murpratiwi, 2018; Hambur, 2019).

This study adopts Sara Mills' Critical Discourse Analysis (CDA) as the theoretical foundation. As a multidisciplinary approach, CDA focuses on how power relations are exercised, enforced, and naturalized in discourse (Machin & Mayr, 2012). In other words, CDA aims to critically investigate the existence of inequalities expressed and legitimized through the use of language (Wodak & Meyer, 2001). Unlike other critical discourse models, Mills focuses on how roles affect the text, especially women's roles. Sara Mills' CDA approach emphasizes more on discourse about women, the way women are represented in texts, novels, pictures, photos, or news by paying attention to the position of the actors displayed in them.

Several scholars who concentrate on women have frequently employed Sara Mills CDA. One of them is a study about Shopee's 12.12 Birthday Sale by Feramayasari & Wiedarti (2020). They examine how women are represented in advertisements and how their situation is analyzed. This study uses a Shopee 12.12 Birthday Sale edition advertisement from the country's top online retailer. The findings of this study reveal that women are the subjects of this advertisement who are attractive, active, independent, confident, and desirous of always seeming

beautiful by using Sara Mills critical discourse analysis approach. A study on the positive representation of women in Beyonce's song lyrics was also carried out by Putri, Amalia, and Pamungkas (2017). Halliday's representation theory is used in this work through a critical discourse analysis by Sara Mills. According to this study, women are positively portrayed by appearing as subjects rather than objects in Beyonce's songs. By using verbs that might depict women as powerful, autonomous individuals, the depiction employs material processes. A different study about the representation of women in song using Sara Mill's Critical Discourse Analysis model, was carried out by Hariyana (2020). The same methodology is applied in this study, but with a different song object. The song *Bojoku Galak* demonstrates the roles that males play as subjects and women as blameworthy objects and caricatures of violent, accusatory, egotistical, and heartless behavior.

Similar research has also been carried out by Triana et al. (2021) about the representation of women in COVID-19 on media coverage. This research maps the representation of the female figure known as Siti Fadilah Supari in the mass media, especially in the COVID-19 Discourse on Kompas and Republika newspapers. This study using Sara Mills' critical discourse analysis model suggests that the female figure is always in the position of the object displayed by the other party. Thus, it can be concluded that the representation of women is still not severe and independent. In addition, another study has also been conducted by Nuryani (2019). This study tries to uncover whether there are sexists who use articles from the online newspaper Rakyatku News to invoke sympathy for the

victim by using Sara Mills' critical analysis model. This study shows that there is a discursive battle between sexism and anti-sexism because the article combines the marginalization of rape and the new approach posed by feminism. In addition, women in the text are seen as objects of erotic imagination, as victims or meddlers.

Research that reveals the exploitation of women has also been carried out by Rahmadani & Manaf (2019) in their research. This study contains evidence from each narrative contained in the *Beach Girl* short story by Pramoedya Ananta Toer, where the profile of women is as an object depicted with low education, old fashioned and living in a poor family. In the research of Darta & Kristina (2018) regarding to the representation of women character in the movie "The Breadwinner", stated that women are represented as two opposing aspects. Women are represented as objects of male domination and women as subjects who are able to express their thoughts and are also independent. In addition, Murtiningsih & G. E, (2017) state in their research, that the media cannot fully raise women's issues. The media still presents women with a patriarchal culture, discrimination, and a consumptive lifestyle, where the power of patriarchy still dominates and marginalizes women.

After reviewing that previous literatures, it can be seen that Sara Mills critical discourse analysis model is often used in expressing the position of women in the discourse of various media, including news, advertisements, movies, stories, and even songs. However, from these studies, there are still few



studies that apply the Sara Mills model to the analysis of beauty brand advertisements, considering that beauty products are closely related to women. Therefore, this study uses Sara Mills' critical discourse analysis approach model to analyze how women are positioned in beauty brand video advertisements, especially for world beauty brands such as L'Oreal, Sephora, Mac, Olay, Maybelline, and Revlon. These beauty brands are the best and the most widely used by women. Therefore, the researcher wants to analyze how these brands represent women in their video advertisements, considering that the biggest audiences of their products are women. If the previous studies only focused on the representation of women or the depiction of women, this research examines how women are represented and what ideology underlies the representation.

## **B. Research Questions**

Based on the background of the research, this study seeks to answer the following questions:

1. How are women represented in beauty brand video advertisements?
2. What is the ideology underlying the representation?

## **C. Research Objectives**

Based on the research questions above, the research objectives to be achieved are as follows:

1. To find out how women are represented in beauty brand video advertisements.

2. To find out the ideology underlying the representation.

#### **D. Significance**

This research is expected to be able to contribute both theoretically and practically. Theoretically, this research provides empirical data regarding the textual features contained in a beauty brand video advertisement, considering that the object of this study is a beauty product video advertisement. This study tries to investigate women's position in beauty brand video advertisements and the ideology underlie by those advertisements. Thus, this research can expand the field of understanding critical discourse analysis that focuses on women with different research objects. Therefore, this research is important in the context of critical discourse analysis. However, the results of this study are expected to contribute to the study of critical discourse analysis as part of critical discourse studies. Practically, this study is very useful for readers, especially language learners, to provide information about the social values contained in a beauty advertisement.

#### **E. Scope and Limitation**

This study aims to explore the representation of women in beauty brand video advertisements using critical discourse analysis, especially using Sara Mills' analytical model. In conducting this research, the researcher only took advertisements from six beauty brands: L'Oreal, Sephora, MAC, Olay, Maybelline, and Revlon, from many existing beauty brands, as the object of the

research. Considering that advertisement is an effort used by a brand to promote its products by combining images, sound, and text, there are various types of advertisements, such as video advertisements on television, print advertisements in newspapers, posters, or even advertisements on radio. In this study, the researchers limited their research to only video advertisements on the YouTube platform of each brand. The YouTube channel used is the USA or English YouTube channel, thus the video ads are in English. In addition, the video used as the object of this research is an advertisement video whose model or artist is a woman. Considering that the data from this study is verbal language, the video advertisements taken are also video advertisements containing both spoken and written language. As a result, the researcher wishes to investigate how women are positioned in the discourse in beauty brand video advertisements.

Moreover, this study examines the representation of women through the discourse in beauty product advertisements. This research only focuses on twelve video advertisements for beauty products, thus the object of this research is limited to video advertisements that only introduce beauty products, not reviews or usage procedures. Which nowadays, brands are more inclined to advertise their products through beauty influencers, with the result that the advertising method is more likely to use or review the beauty product itself.

## **F. Definition of the Key Terms**

In order to avoid misinterpretation and give better understanding, it is crucial to define special terms used in this research as follow:

1. Ideology is a reflection of the way of thinking of people or society which will also guide and shape the person or society towards their ideals.
2. Critical discourse analysis is a discipline that helps understand language in its use. More precisely, language is analyzed not only by describing it from the linguistic aspect, but also connecting it with context. Context here means that language is used for certain purposes and practices, including the practice of power. In this study, this approach is used to reveal the representation of women in beauty brand video advertisements.
3. Women representation is how women are depicted and how society views women in beauty brand advertisements.
4. Beauty brand advertisements are video advertisements for major beauty brands in the world, especially L'Oreal, Sephora, MAC, Olay, Maybelline, and Revlon on YouTube.

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE**

Chapter two contains several significant theories related to this study. In this chapter, several theories that become the base tool such as ideology, representation, advertisement, critical discourse analysis, and beauty brand will be included in the discussion of this chapter.

#### **A. Theoretical Description**

##### **1. Ideology**

Ideology is a set of beliefs that can be reflected through the language spoken by a speaker. Ideology can be manifested in the habits, actions, and speech of a particular person or society. Thompson (1984) defines ideology as a system of beliefs, systems of thought, and symbolic practices related to social and political activities. Ideology is closely related to language. This is because language is a code system that is closely related to ideology. It means that practically the use of language is ideological. Some of the ideologies that exist in society include communism, liberalism, capitalism, feminism, and others.

##### **2. Representation**

Representation is the description or portrayal of someone or something in a particular way or as being of a certain nature. According to the Cambridge dictionary, representation is the way that someone or something is shown or described. Representation is not formed after a phenomenon occurs; it is the

representation that gives meaning to the phenomenon. Thus, it can be said that the representation made by the community is not a reflection of events that have a certain meaning, but they are the ones who make the meaning of the object. The process of representation is closely related to meaning and language. Sturken & Cartwright (2009) argue that representation is a form of using language and images to construct meaning about the world around us. Hall (1997) sees representation as the medium or channel through which meaning production happens. He assumes that objects, people, or things around us do not have a stable or actual meaning, but rather that these meanings are created by human beings who have the power to interpret or signify something. Representation involves understanding how language and systems of knowledge production work together to produce and circulate meanings.

### **3. Discourse Analysis and Critical Discourse Analysis**

Discourse is a unified structure of language. The term discourse here is not interpreted as wishful thinking, as is commonly used by the government. Discourse refers to the relationship between the social context and the use of language, which also includes meaning between components in the structure of language (Rahardjo, 2021). Discourse has a broader position than clauses and sentences because discourse includes ideas and concepts within a text. Leech & Short (2007) state that discourse is linguistic communication that is seen as a transaction between speaker and hearer in order to achieve social purpose in the form of written or spoken communication. Foucault (1972) also states that

discourse is a series of complete utterances in an orderly and systematic act of communication and contains concepts, ideas, or effects that are formed in certain contexts. Thus, the term "discourse" is positioned with the term "language. Discourse studies focus on the use of language. Because language is a central aspect of describing a subject, and through language, ideology is absorbed into it (Rahardjo, 2021).

Discourse analysis is a linguistic study. Discourse analysis can be interpreted as an effort to research the use of language. Discourse analysis specifically examines discourse, which in this sense is the use of language as a means of understanding social positions (Rahardjo, 2021). In this scope, the analysis carried out is still limited to language and context. As time goes by, discourse analysis continues to develop to the level of the relationship between language and its context and the power contained in it. At this level, discourse analysis will turn into critical discourse analysis.

Critical discourse analysis (CDA) is a method that can be used in social scientific research (Fairclough, 2001). Critical discourse analysis is a discipline that helps understand language in its use. More specifically, language is examined not only from a linguistic standpoint, but also in relation to context. Context here means that language is used for certain purposes and practices, including the practice of power. Fairclough (1992) said that critical discourse analysis is used in the special sense of aiming to show the connections which may be hidden from people, such as connections between language, power, and ideology. On the other

hand, he also demonstrates that CDA addresses social problems in which it is worth mentioning that CDA does not only focus on language and language use but also on linguistic characteristics of social and cultural processes.

#### **4. Sara Mill's Critical Discourse Analysis**

Mills (1997) stated that discourse analysis is language use in practice, especially in language politics. Discourse is not a collection of disembodied statements, but rather groups of utterances and sentences, statements that are enhanced within a social context. Sara Mills' critical discourse model focuses on discourse about women, such as the way women are presented in texts, novels, pictures, photos, or news. Fairclough (1995) states that the center of Mills' discourse analysis is concerned with how to see the position of the actor indicated in the text, including the depiction of the position of women as actors in a text.

##### **a. Analysis at the level of the word**

This level deals with gender bias in individual words (Mills, 1998). The representation of women can be seen in the word level analysis. At this level, finding out how women are represented can be determined by determining whether the word is sexist or not. By examining examples of the use of pronouns that refer to certain genders, the misuse of generics, address terms, and descriptions of women in various texts, it is hoped that the use of language can represent or perpetuate certain views of women.



### **b. The analysis at the level of phrases/sentences**

The analysis at the phrase level is concerned with the analysis of language use beyond the word level. In this chapter, the representation of women is seen from a higher or more complex level, namely at the level of phrases or sentences. A word can be said to be neutral but can be sexist if used in a certain context (because language is also bound by context (Mills, 1998). At this level, analysis occurs by examining ready-made phrases, presuppositions and inferences, metaphors, jokes and humor, and transitivity choices.

### **c. The analysis at the level of the discourse**

The discourse examines the representation of women on the larger structural scale through discourse analysis. This level is concerned with the micro context of the effect between words in the sentence and the macro context of the social pattern (Mills, 1998). There are three categories in the analysis: characters or roles, fragmentation, and focalization.

#### **a. Character/Roles**

The character is formed by word, it simply words which are learned by readers to form a set of ideological messages that have been written and continue to be written. So that they are embedded in knowledge and circulate in society about how women and men are (Mills, 1997). Mills critical discourse model concerns on the positioning of social actors in the text. In the text, how social actors are placed both as objects and as subjects will have a major influence on

society. This is because discourse is not the use of language in a neutral and transparent manner but represents the interests in it so as to achieve a goal. Most texts provide a stereotypical knowledge when representing a character. Clothing descriptions and facial expressions are used to show the overall picture that the reader makes in describing the character.

*He hadn't changed much. Broad, stocky, steady, like the hand. A snub square face with a tanned and oddly coarse skin, pale blue eyes, short curly fair hair.*

(Lyll, 1967)

In this example, the character is clearly described in the overall look. The character discussed in term of the trustworthiness, the strength, whether the narrator likes or not. The explanatory element is also evidence that the character is faced with face-to-face contact which also explains that the character is the subject (Mills, 1998).

### **b. Fragmentation**

Fragmentation is a technique used by advertisements or media by breaking up body parts or showing only certain body parts. This technique aims to clarify or focus the product on certain parts only. For example, an advertisement for a women's leg hair removal cream that will only show the legs of women. This technique has two main effects. First the body is depersonalized, objectified, reduced to its part. The two scenes cannot be focused from the point of view of the woman herself, but from the point of view of the man who is a representation of an object or a collection of objects (Mills, 1998).

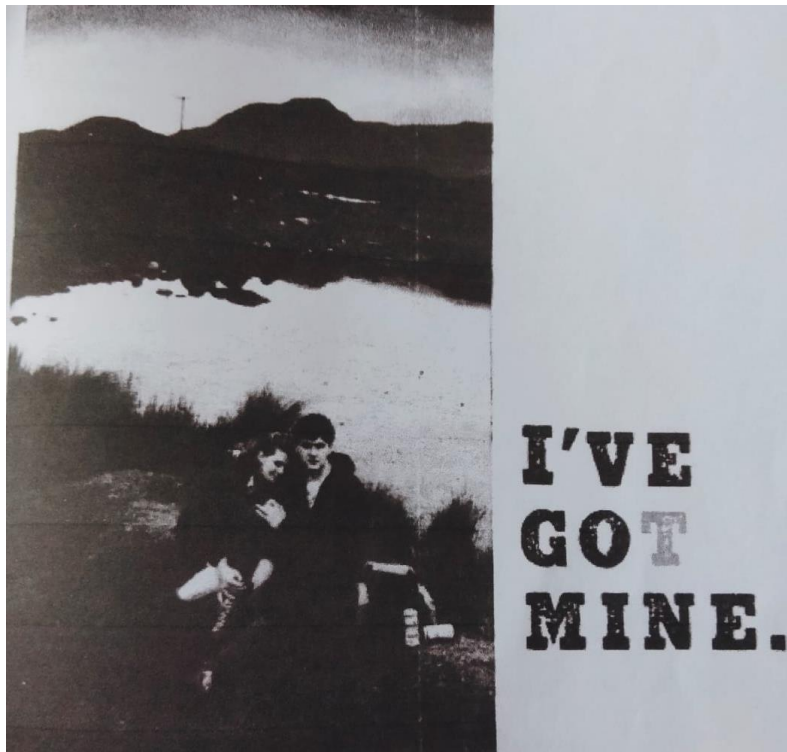
*He grasped it, took both her hands, held the tightly, felt her draw him near. His arms went around her, and he kissed her mouth, her eyes, her cheeks, her slender necks, her mouth again---long kisses lingering on yielding lips. Her arms encircled him pressing him closer.*

(McInnes, 1982)

In the extract, there are fewer anatomical elements from men than women. References toward anatomical elements were made twelve times for women and twice for men. In the extract, the narrator is outside the text. However, adjectives such as "slender" and "yielding" to describe female characters, suggest that female character is focalizing the scene (Mills, 1998).

### **c. Focalization**

Sara Mills' critical discourse model does not only look at discourse from the writer's point of view but also from the reader's perspective. Mills (1998) states in a text the position of the reader is very important so that they can be recognized in a text. This is because the text is the result of negotiations between the writer and the reader. The reader is considered not only as the recipient of the text but also plays a role in the appearance of a text. Gripsrub (2002) states the narrator is not only a story teller but also acts as a subject or object to organize the reality.



This example is from Tennant's Lager advertisement. In the phrase 'I've got mine' in the advertisement the letter 't' has a different color which also refers to the product itself, 'Tennant's'. While the setting of the advertisement is a man who generally works in an industrial setting, specifically manual labor, which in the picture shows him sitting with a can of Tennant's beside him. In addition there is also a woman who leans on him. Therefore the letter T in the above phrase refers not only to Tennat's but also to the woman beside the man. In this advertisement, the eyes of the man look at the reader while the view of the woman is averted. So it can be concluded that the focalization focus of this advertisement is on the men.

## **5. Advertisement**

According to Britanica, advertisement is the technique used to introduce a product, service, opinion to the public with the aim of influencing the public to respond to what is advertised. Arens & Weigold (2021) state advertisement is a non-personal communication that is structured and composed of information with the aim of influencing people to enjoy a service or product through various media. Lane et al (2011) also assume that advertisement is a paid message issued by a sponsor and delivered through mass communication media. Advertisements combine sound, image and text elements to attract the attention of consumers. Based on Aren and Lane (2021), advertisement has several functions and roles. From an economic point of view, advertisement has a function as a marketing tool whose role is to influence customers to buy or enjoy a product or service so as to increase sales. From a social perspective, advertisement functions as an agent of social change that plays a role in shaping values and also constructing reality in society.

## **6. Beauty Brand**

Beauty brand consists of two words, namely beauty and brand. According to oxford dictionary beauty is the quality of being pleasing to the senses or to the mind. Beauty can also be interpreted as a person or thing that is beautiful. The word brand itself means a type of product, service, etc. made or offered by a particular company under a particular name. So it can be concluded that a beauty brand is a product or service under a specific name that is created to help us look

and feel beautiful. In this study, there are several beauty brands that will be a concern of the research. Beauty brands in this study can be categorized into two. First are beauty brands whose products are mostly skin care or body care. Second is beauty brands, most of which are make-up products.

The first category contains beauty brands such as L'Oreal, Sephora, and Olay. L'Oreal Paris is the biggest beauty brand in the world that is engaged in the consumer goods sector where the main focus is personal care products. This brand has existed since 1909 and continues to develop its activities by concentrating on the fields of hair color, skin care, sun protection, make up, perfume and hair protection. Sephora is a French multinational chain of self-care and beauty outlets. Sephora focuses on selling beauty products such as cosmetics, skin care, body care, perfumes, nail dyes, beauty equipment, and hair dyes. Olay is an American skin care brand. This brand focuses on skin care line products.

The second category contains beauty brands such as MAC, Maybelline, and Revlon. Make-Up Art Cosmetics or better known as M.A.C or MAC Cosmetics is a cosmetic manufacturer from Toronto, Canada whose main products were originally intended only for professional make-up. MAC is also the official make-up brand used to create makeup for movie actors. Today MAC is one of the top three global makeup brands with as many as thirty store branches located in Paris and all stores run by professional makeup artists. Maybelline is an international cosmetic product founded in 1915 by T.L. Williams in New York, United States. This brand produced the first modern eye cosmetic for everyday use in the form of cake mascara and Ultra Lash, the first mass-market automatic,

in the 1960s. Revlon is an American cosmetic brand founded in 1932 by Charles and Joseph Revlon with a chemist Charles Lachman. This brand initially only had one product in the form of nail enamel. However, within 6 years the company has grown into a business with millions of dollars in assets. Currently Revlon is sold in 150 countries and has many global locations including Mexico City, London, Paris, Hong Kong, Sydney, Singapore, and Tokyo.

## **CHAPTER III RESEARCH METHOD**

This chapter provides brief explanation about the research methodology. It presents the systematical process of this research. This chapter consists of the design of the research, instrument of the research, the data and data source, how data is collected, and how data will be analyzed.

### **A. Research Design**

This study uses descriptive qualitative as a research design in order to gain deep insight in understanding and analyzing any information related to the discourse of the selected beauty brand advertisements. Based on the research objectives, qualitative research aims to obtain a deep understanding of a phenomenon that occurs from the perspective of the perpetrator, not to explain the relationship between a phenomenon and its variables (Rahardjo, 2020). Based on the data, data from qualitative research is ideographic in the form of words, sentences, pictures, slides, photos, symbols, documents, daily notes, memos, and etcetera, not in the form of numbers or nomothetic data (Rahardjo, 2020). Therefore, this research is included in qualitative research because the purpose of this research is to give deeper meaning and also to interpret the phenomena that exist in beauty brand video advertisements with data in the form of verbal language. This study is categorized as descriptive because this study describes the women's representation in beauty brand video advertisements. In addition, this study uses a Critical Discourse Analysis approach to analyze the discourse of the



language phenomenon contained in beauty product advertisements. By using critical discourse by Sara Mills, the researcher is also required to find and describe the range of features found in beauty product advertisements because this approach is closely related to women.

### **B. Research Instrument**

The research instrument used in this study is the researcher herself, considering that the object of this research is a video so it is not possible to conduct interviews with the director, scriptwriter, or the model of the advertisement itself. Therefore, in order to investigate the discourse of the video advertisements, the researchers have an important role in collecting, analyzing, and interpreting the discourse through the language features in the video advertisement of beauty product itself.

### **C. Data and Data Source**

The data used in this study are in the form of verbal language in the video advertisements, which consist of the context of cultural situations and social conditions used by beauty brands to advertise their products in video advertisements.

The data sources in this study are video advertisements from several world beauty brands which include two L'Oreal Paris campaign videos, two Sephora campaign videos, two MAC campaign videos, two Olay advertisement videos, two Maybelline advertisement videos, and two Revlon advertisement videos

which all of them are in English version. These videos are taken from each YouTube channel of each brand. These beauty brands can generally be categorized into two groups. The first category is beauty brands, most of which focus on skin care and body care, such as L'Oreal, Olay, and Sephora. While the second category is beauty brands, most of which focus on make-up, such as MAC, Maybelline, and Revlon. These brands were chosen because they have certain uniqueness and characteristics. Therefore, these brands were chosen as the object of this research with the hope that researchers can gain deep insight into the representation of women in the phenomenon of advertisement beauty products.

#### **D. Data Collection**

The data for this study were gathered from each brand's YouTube channel. The first stage of data collection is downloading English video advertisements for each beauty brand on each brand's YouTube channel. Then the researcher transcribed the verbal language of each video by writing the speech and text in the beauty product advertisement.

#### **E. Data Screening**

As an effort to obtain accurate information from the data collected, the researchers conducted a screening first. Screening data is part of the method to prepare data in order providing maximum information. Data screening is carried out with the aim of anticipating data that is not available or missing.

## **F. Data Classifying**

After screening, the researcher grouped the data based on three stages of analysis. All data was examined in depth and then grouped based on words, sentences, and also discourse according to Sara Mills' three-stage analysis. After that, the researcher analyzes the classified data using three-level analysis.

## **G. Data Analysis**

During the data analysis process, the researcher first analyzed the data using Sara Mills' discourse analysis. At the first level, researchers identify the sexist words in advertisements. In the second level, researchers identify the women's representation by analyzing the sexist elements that exist in the phrases or sentences. In the third level, researchers analyze the character or role of women in beauty product advertisements. Researchers also identify the position of women in the advertisements of selected beauty products, whether women are positioned as subjects or objects. After that, the researcher analyzed using the reader position technique by focusing on the focalization of the advertisement. In addition, researchers also examine whether there is a fragmentation process used by advertisers in representing women. From these results, the researcher concludes the representation of women in beauty brand advertisements circulating in the community and the ideology that resides behind the representation.

## **CHAPTER IV FINDINGS AND DISCUSSION**

This chapter consists of findings and discussion of this research. The representation of data in the findings and the discussion are elaborated based on the analysis of three level theories, which consist of words, phrases, or sentences, and discourse in beauty brand video advertisements.

### **A. Findings**

This study aims to analyze the verbal language and discourse of beauty product advertisements using a three-stage Sara Mills analysis. This analysis is based on the research questions that have been addressed in chapter 1 of this study. The first research question aims to analyze the representation of women in beauty product advertisements based on a three-stage Sara Mills analysis, which includes word level analysis, phrase or sentence level analysis, and discourse level analysis. The second research question analyzes the ideology that underlies the representation of women obtained from the first research question. The analyzed fragments are verbal language and discourse from beauty product advertisements by brands like L'Oreal, Olay, Mac, Maybelline, Sephora, and Revlon.

#### **1. Women Representation on Beauty Brand Video Advertisements**

This study found several verbal languages that contain women's representation. There are several data found, each of which will be analyzed from the level of words, then phrases or sentences, and finally discourse.

**Datum 1 (L'Oreal Paris Revitalift HA Eye Serum)**

*We are worth it*

**a. Word level**

At this level, the word “we” refers to women. When saying "we" the scene features several women of various races. In addition, historically “we are worth it” is a militant tagline uniting women of all ages and background around the world. It is used to show that we, as women, you and I, are worthy people. The word "worth it" here is a reminder to women around the world that we deserve equal rights and deserve to do whatever we want. At the word level in this data, there is no sexism against women, both in language and meaning. In this data, there is no use of certain pronouns or nouns that marginalize women. In addition, in this data, there is no naming of women that is andocentrism, nor is there any semantic derogation of women. It can be concluded that in the word level analysis of this data, women are represented positively.

**b. Phrase/sentence level**

This sentence is included in the category of ready-made phrases because it is an advertising slogan. This sentence is the slogan of the beauty brand L'Oreal Paris. This slogan is always embedded in every advertisement and campaign. The word "we" in the sentence refers to women. The women referred to here are all women from various races, ethnicities, and occupational backgrounds. This slogan emphasizes that women are valuable. All women have the right to beautify

themselves, pamper themselves, and take care of their bodies with all the characteristics of beauty and differences they have.

In this slogan, women are positioned as subjects, not objects or under the domination of other parties. They are subjects who claim that they are valuable as actors who have the power to do something without any pressure or demand from other parties. Indirectly, this slogan suggests that women should love themselves. Women can also do what they want and love what they love. Thus, women are no longer oppressed or dominated. Therefore, it can be concluded that in the phrase/sentence level analysis of this data, women are positively represented as subjects.

### **c. Discourse level**

At the level of discourse in this data, women are described as self-respecting characters. Women are described as subjects who love themselves and are not under the domination of anyone. Women are creatures who are free to care for and dedicate the best of their lives to themselves. At this level, there is no depiction of the role of women as objects and under the control of certain parties. There is also no fragmentation that limits women's movement here. In addition, the focalization on this data is also from the women's point of view. Thus, in this data, women are represented positively.

From the three stages of the analysis, it can be concluded that at the word level, women are represented positively. At the phrase/sentence level women are

represented positively. At the discourse level, women are also represented positively.

## **Datum 2 (L'Oreal Paris Revitalift HA Eye Serum)**

*It's time to get serious*

### **a. Word level**

At the word level in this data, there is no sexism against women, both in language and meaning. In this data, there is no use of certain pronouns or nouns that marginalize women. In addition, in this data, there is no naming of women that is andocentrism, nor is there any semantic derogation of women. It can be concluded that in the word level analysis of this data, women are represented positively.

### **b. Phrase/sentence level**

This sentence is one of the sentences in the L'Oreal Paris Revitalift HA Eye Serum advertisement. The advertisement promotes a product that removes wrinkles on the eye line. The presupposition of the sentence is that frown lines and dark circles under the eyes are serious problems. The inference is that this serious problem makes women look unattractive.

The assumption that appears in the sentence above is due to the existence of certain rules in beauty, such as looking young without wrinkles and black lines. So, when you look in the mirror and what you see are wrinkles and dark circles, it

is a serious problem. This is a serious problem that must be faced by women in order to still look beautiful. In this advertisement, women are the subjects who say it is time to take the aging problem seriously. Thus, it can be concluded that women are represented as subjects, not objects or under domination.

### **c. Discourse level**

Women are described as characters who care for and care for themselves at the discourse level in this data. This can be seen from the way women consider wrinkles and dark circles to be a problem that must be taken seriously. Women take care of themselves as an expression of their self-esteem. In addition, in this advertisement, the point of view presented is the point of view of women as the subject of the advertisement itself. Thus, it can be concluded that the representation of women at the discourse level in this data is positive.

From the three stages of the analysis, it can be concluded that at the word level, women are represented positively. At the phrase/sentence level women are represented positively. At the discourse level, women are also represented positively.

### **Datum 3 (L'Oreal: Beauty is Powerful Force that Moves Us)**

*We create beauty, yes*

#### **a. Word level**

The word "we" in the sentence refers to L'Oreal. L'Oreal here is a representative of women who create beauty for women. Thus, the word "we" here also refers to the



woman herself. Beauty itself is a noun that is closely related to women. Beauty is a condition that is often attributed to women. At the word level in this data, there is no sexism against women, both in language and meaning. In this data, there is no use of certain pronouns or nouns that marginalize women. In addition, in this data, there is no naming of women that is andocentrism, nor is there any semantic derogation of women. It can be concluded that in the word level analysis of this data, women are represented positively.

#### **b. Phrase/sentence level**

At the phrase or sentence level in this data, there is no sexism against women. In this data, there is no use of certain jokes or humor that marginalize women. In this data, there is no use of metaphors or ready-made phrases that demean women. There is also no use of transitivity that insults women. In addition, in this data, there is no presupposition or inference which shows that women are objects of men. In this data, women are located as subjects, which is embodied in the word *we*. The word *we* in this data refers to L'Oreal as a representative of women who are dedicated to women. It can be concluded that in the phrase/sentence level analysis in this data, women are represented positively.

#### **c. Discourse level**

At the discourse level, women in this data are described as characters who have power. This can be seen in women who are able to make something. Women here are described as subjects who are able to make something for their own future. In this data, the focalization used is also the woman's point of view. Thus,

it can be concluded that women in the discourse level analysis in this data are represented positively.

From the three stages of the analysis, it can be concluded that at the word level, women are represented positively. At the phrase/sentence level women are represented positively. At the discourse level, women are also represented positively.

#### **Datum 4 (L'Oreal: Beauty is Powerful Force that Moves Us)**

*Beauty that stands for all people around the world*

##### **a. Word level**

This data contains the word "people," which refers to women. The word "people" here is a generic noun which has the meaning of "human being or person," both male and female, who form individual groups. As a generic noun, the word "people" itself generally does not refer to a particular gender, so the word itself includes men, women, or both.

In the L'Oreal Paris video ad with the title "*Beauty is a Powerful Force that Moves Us*," the word "people" is a generic noun that indicates a certain gender. This is because before, the word "people" was preceded by the word beauty. In unity, the sentence is "beauty that stands for all people around the world." When viewed from the sentence structure, the word "people" is the object of the subject in the form of beauty, while the word "beauty" itself is closely related to women and generally used by women. So it is impossible for the word

"people" here to refer to men because, generally, men do not use the word "beauty" but rather "handsomeness," "good looks" and so on. Thus, the word "people" here is a generic noun that indicates a specific gender, especially women. In the word level analysis of this data, sexism in language was found. However, sexism does not have a negative effect on women. Women are not marginalized or demeaned because of this sexism. Thus, it can be concluded that women are represented positively.

**b. Phrase/sentence level**

At the phrase or sentence level in this data, there is no sexism against women. In this data, there is no use of certain jokes or humor that marginalize women. In this data, there is no use of metaphors or ready-made phrases that demean women. There is also no use of transitivity that insults women. In addition, in this data, there is no presupposition or inference which shows that women are objects of men. Thus, it can be concluded that women in the discourse level analysis in this data are represented positively.

**c. Discourse level**

At the discourse level, women in this data are described as characters who work hand in hand to defend each other around the world. This can be seen in women who are brave enough to defend each other regardless of racial and ethnic differences. Women here are described as subjects who are able to voice themselves. In this data, the focalization used is also the woman's point of view.

Thus, it can be concluded that women in the discourse level analysis in this data are positively represented.

From the three stages of the analysis, it can be concluded that at the word level, women are represented positively. At the phrase/sentence level women are represented positively. At the discourse level, women are also represented positively.

#### **Datum 5 (L'Oreal: Beauty is Powerful Force that Moves Us)**

*Beauty as a powerful force that moves us*

##### **a. Word level**

At the word level in this data, there is no sexism against women, both in language and meaning. In this data, there is no use of certain pronouns or nouns that marginalize women. In addition, in this data, there is no naming of women that is andocentrism, nor is there any semantic derogation of women. It can be concluded that in the word level analysis of this data, women are represented positively.

##### **b. Phrase/sentence level**

This sentence is the slogan of the beauty campaign of one of the world's biggest brands, L'Oreal Paris. In the campaign slogan, women as subjects who bear the title of beauty are expected to have a powerful force that can move them, in terms of concerning the environment for the future as well as concerning

animal welfare. In addition, women can also play a role in developing technology and offering social innovations. Women who are resilient to climate change and can move the world. Thus, women are portrayed positively in this context by being described as strong parties and subjects who can do whatever they want without being constrained by certain parties.

### **c. Discourse level**

At the discourse level, women in this data are described as characters who can make change. This can be seen in women who are daring to step forward to make changes for the better. Women here are described as subjects who are daring to take a step. In this data, the focalization used is also the woman's point of view. Thus, it can be concluded that women in the discourse level analysis in this data are positively represented.

From the three stages of the analysis, it can be concluded that at the word level, women are represented positively. At the phrase/sentence level women are represented positively. At the discourse level, women are also represented positively.

## **Datum 6 (Olay: Olay Body Fearless in My Skin)**

*Fearless in my skin*

### **a. Word level**

At the word level in this data, there is no sexism against women, both in language and meaning. In this data, there is no use of certain pronouns or nouns

that marginalize women. In addition, in this data, there is no naming of women that is andocentrism, nor is there any semantic derogation of women. It can be concluded that in the word level analysis of this data, women are represented positively.

**b. Phrase/sentence level**

This sentence is included in ready-made phrases because this sentence is also the slogan of an advertisement for one of the beauty brands, Olay. The word "my" in the sentence refers to women as users of body care. The word "my" here is followed by the noun "skin," which means the skin of a woman, and the slogan also contains the word "fearless," which implies courage. In this sentence, women have the position as subjects because women are the owners of the skin referred to in the slogan. As a result, in the sentence in this slogan, women are described as being brave enough to face anything. Women can also confidently walk through the day in the best conditions. It can be concluded that in the phrase/sentence level analysis in this data, women are represented positively.

**c. Discourse level**

At the discourse level, women in this data are described as characters who dare. This can be seen in women who are brave enough to face the day without the slightest hesitation. Women here are described as subjects who are brave enough to face the day with their best performance. In this data, the focalization used is also the woman's point of view. Thus, it can be concluded that women in the discourse level analysis in this data are positively represented.

From the three stages of the analysis, it can be concluded that at the word level, women are represented positively. At the phrase/sentence level women are represented positively. At the discourse level, women are also represented positively.

### **Datum 7 (Olay: Facing Code Bias in Search Engines)**

*Olay face anything*

#### **a. Word level**

The word "Olay" in the sentence is the name of the brand itself. Olay here acts as a representative of the women. Thus, Olay helps women face any problems in their lives. They face all issues of discrimination and humiliation alongside Olay women. There is no sexism against women at the word level in this data, both in language and meaning. In this data, there is no use of certain pronouns or nouns that marginalize women. In addition, in this data, there is no naming of women that is andocentrism, nor is there any semantic derogation of women. It can be concluded that in the word level analysis of this data, women are represented positively.

#### **b. Phrase/sentence level**

This sentence is also a ready-made phrase in the form of a slogan. This sentence is the slogan of the beauty brand Olay. In the sentence in the slogan, the word "Olay" is the subject. Thus, indirectly, women also have a position as the subject in the advertisement. Women are subjects who are described as having the

ability to face anything, such as social issues and also stereotypes circulating in society regarding beauty, which in this context refers to skin color discrimination. It can be concluded that in the phrase/sentence level analysis in this data, women are represented positively as subjects.

### **c. Discourse level**

At the discourse level, women in this data are described as characters who can face anything. This can be seen by women who are creating a movement to face the online discrimination experienced by women with different skin colors. Black women here are described as subjects who are daring to make a splash by bringing black women's beauty to the top of search engine results. In this data, the focalization used is the women's point of view to attract the sympathy of other women as viewers to join the movement to eradicate online discrimination. Thus, it can be concluded that women in the discourse level analysis in this data are positively represented.

From the three stages of the analysis, it can be concluded that at the word level, women are represented positively. At the phrase/sentence level women are represented positively. At the discourse level, women are also represented positively.



**Datum 8 (Olay: Facing Code Bias in Search Engines)**

*Women of color will be left up*

**a. Word level**

At the word level in this data, there is no sexism against women, both in language and meaning. In this data, there is no use of certain pronouns or nouns that marginalize women. In addition, in this data, there is no naming of women that is andocentrism, nor is there any semantic derogation of women. It can be concluded that in the word level analysis of this data, women are represented positively.

**b. Phrase/sentence level**

In the data there is a phrase that belongs to the category of ready-made phrases. This is because this phrase is a preconstructed phrase. In addition, this phrase also conveys a sexist meaning. According to Merriam Webster, "woman of color" literally means a woman who has skin pigmentation that is different or especially darker than the characteristic skin color of people in general, which in this case is defined as white. This phrase conveys a sexist meaning. This is because there is discrimination based on the skin color of women. There is a certain standard for women's skin color, namely white. so that women with different skin colors will be marginalized.

This is a phrase that contains a sexist meaning, so it represents women negatively. However, in the context of this advertisement, this phrase is used to

invite women of color to have an equal position. In addition, in its structure, women of color are located as subjects. In this ad, women together have a mission to recode search engines so that they are not dominated by white women and women of color are not left behind. Thus, all women have the same position and no one is marginalized. Although there is a sexism word in the data, it does not have a negative effect on women. Women are not marginalized or demeaned because of this sexism. Thus, it can be concluded that women are positively represented.

### **c. Discourse level**

At the discourse level, women of color in this data are described as characters left behind. This can be seen when we type in a search engine about women of color. The results that appear are very limited. However, in this context, women are the ones who are going to bring about a change in this matter. Women will eliminate the marginalization they experience. So in this data, the focalization used is also the women's point of view to attract the sympathy of other women as viewers to join the movement to eradicate online discrimination. Thus, it can be concluded that women in the discourse level analysis in this data are positively represented.

From the three stages of the analysis, it can be concluded that at the word level, women are represented positively. At the phrase/sentence level women are represented positively. At the discourse level, women are also represented positively.

**Datum 9 (Olay: Facing Code Bias in Search Engines)**

*Recognize my skin in all is promising*

**a. Word level**

At the word level in this data, there is no sexism against women, both in language and meaning. In this data, there is no use of certain pronouns or nouns that marginalize women. In addition, in this data, there is no naming of women that is andocentrism, nor is there any semantic derogation of women. It can be concluded that in the word level analysis of this data, women are represented positively.

**b. Phrase/sentence level**

The word "my" in the sentence refers to women as users of body care. The word "my" here is followed by the noun "skin," which means the skin of a woman. In this data, women have the position of subject because women are the owners of the skin. The presupposition of this sentence is that there is a condition of marginalization experienced by women with different skin colors. This assumption is based on the online discrimination experienced by dark-skinned women. Women with different skin tones don't even show up in search results. So when their skin color is recognized, it will be a very extraordinary change. Therefore, women here are subjects who try to make changes. Thus, it can be concluded that in the phrase/sentence level analysis in this data, women are represented positively.

### **c. Discourse level**

At the discourse level, women of color in this data are described as characters fighting for their people. They want their skin color to be recognized by search engines so that they are no longer marginalized online. However, in this context, women are the ones who are going to bring about a change in this matter. So in this data, the focalization used is also the women's point of view to attract the sympathy of other women as viewers to join the movement to eradicate online discrimination. Thus, it can be concluded that women in the discourse level analysis in this data are positively represented.

From the three stages of the analysis, it can be concluded that at the word level, women are represented positively. At the phrase/sentence level women are represented positively. At the discourse level, women are also represented positively.

### **Datum 10 (MAC Cosmetic: What's Your Thing)**

*That makes you more you*

#### **a. Word level**

At the word level in this data, there is no sexism against women, both in language and meaning. In this data, there is no use of certain pronouns or nouns that marginalize women. In addition, in this data, there is no naming of women that is andocentrism, nor is there any semantic derogation of women. It can be

concluded that in the word level analysis of this data, women are represented positively.

**b. Phrase/sentence level**

At the phrase or sentence level in this data, there is no sexism against women. In this data, there is no use of certain jokes or humor that marginalize women. In this data, there is no use of metaphors or ready-made phrases that demean women. There is also no use of transitivity that insults women. In addition, in this data, there is no presupposition or inference which shows that women are objects of men. It can be concluded that in the phrase/sentence level analysis in this data, women are represented positively.

**c. Discourse level**

The discourse shows how women should dress. In ancient times, women were required to dress according to the standards that existed in society, such as using a corset, swearing at dresses and so on. The ad shows how women should dress the way they want. Women can wear something that is comfortable as well as something they like. There is no need to force certain skirts or dresses to keep them looking beautiful. Women can still look beautiful no matter what they wear, because every woman is beautiful in her own way. From the discourse, it can be concluded that the woman in the advertisement is described as an independent character. They can choose what they do, what they wear, and how they want to look. Women can create their own personal appearance. This data also contains

women's focalization, and there is no fragmentation that limits women. Therefore, it can be concluded that in the discourse level analysis of this data, women are represented positively.

From the three stages of the analysis, it can be concluded that at the word level, women are represented positively. At the phrase/sentence level women are represented positively. At the discourse level, women are also represented positively.

#### **Datum 11 (MAC Cosmetic: Challenge Accepted Cher with Saweetie)**

*When I'm on I'm on*

##### **a. Word level**

At the word level in this data, there is no sexism against women, both in language and meaning. In this data, there is no use of certain pronouns or nouns that marginalize women. In addition, in this data, there is no naming of women that is andocentrism, nor is there any semantic derogation of women. It can be concluded that in the word level analysis of this data, women are represented positively.

##### **b. Phrase/sentence level**

The presupposition of this sentence is that make-up can increase a woman's ability by 100%. This is because if a woman's make-up is on, her ability will also be on. The inference is that the more maximal your make-up is, the more

maximal your skills will be. This assumption is based on the fact that when performing any activity, it will increase and maximize their abilities. In addition, make-up can also affect the mood of women in the face of the day. Thus, the better quality of women's make-up will make their performance better. Therefore, with presuppositions and inferences on this data, it can be said that women in this data are represented positively.

### **c. Discourse level**

At the discourse level, women of color in this data are described as energetic characters. They want to perform optimally, whatever their activities. By using woman focalization in this context, women want to attract the sympathy of other women out there to do the same with them. Without using the fragmentation that is generally used by some advertisements that cause women to be limited, this ad represents women in a positive way.

From the three stages of the analysis, it can be concluded that at the word level, women are represented positively. At the phrase/sentence level women are represented positively. At the discourse level, women are also represented positively.

**Datum 12 (Maybelline New York: New Super Stay Matte Ink Lipstick Birthday Edition)**

*Made to keep party going*

**a. Word level**

At the word level in this data, there is no sexism against women, both in language and meaning. In this data, there is no use of certain pronouns or nouns that marginalize women. In addition, in this data, there is no naming of women that is andocentrism, nor is there any semantic derogation of women. It can be concluded that in the word level analysis of this data, women are represented positively.

**b. Phrase/sentence level**

The presupposition of this sentence is that a female is an independent subject. This assumption is based on women who can party or have fun without being constrained by social stereotypes. Women are not limited by values and norms that require them to dress or behave in a certain way. Thus, it can be concluded that in the analysis of the phrase/sentence level in this data, women are positively represented as independent subjects.

**c. Discourse level**

At the discourse level, women in this data are described as energetic and free-spirited characters. They want to perform optimally, whatever their activities. They can carry out activities without any hindrance to their appearance. By using woman focalization in this context, women want to attract the sympathy of other women out there to do the same with them. Without using the fragmentation that



is generally used by some advertisements that cause women to be limited, this ad represents women in a positive way.

From the three stages of the analysis, it can be concluded that at the word level, women are represented positively. At the phrase/sentence level women are represented positively. At the discourse level, women are also represented positively.

**Datum 13 (Maybelline New York: Gigi Hadid in Instant Age Rewind Instant Perfector 4-in-1 Glow)**

*You're got to glow*

**a. Word level**

At the word level in this data, there is no sexism against women, both in language and meaning. In this data, there is no use of certain pronouns or nouns that marginalize women. In addition, in this data, there is no naming of women that is andocentrism, nor is there any semantic derogation of women. It can be concluded that in the word level analysis of this data, women are represented positively.

**b. Phrase/sentence level**

The presupposition of this sentence is that women are subjects who have the right to look beautiful and shine. This assumption is based on women who can easily beautify themselves. So, even though women are busy with all their

activities, they can still look beautiful and shiny. Thus, it can be concluded that at the phrase/sentence level analysis in this data, women are positively represented as beautiful and shining subjects.

### **c. Discourse level**

At the discourse level, women in this data are described as characters who are still beautiful in all their activities. They want to perform optimally, whatever their activities. They can look beautiful in an easy way. By using woman focalization in this context, women want to attract the sympathy of other women out there to do the same with them. Without using the fragmentation that is generally used by some advertisements that cause women to be limited, this ad represents women in a positive way.

From the three stages of the analysis, it can be concluded that at the word level, women are represented positively. At the phrase/sentence level women are represented positively. At the discourse level, women are also represented positively.

## **Datum 14 (Sephora: What You Need to Know About Black Beauty)**

*Black beauty is a black horse*

### **a. Word level**

At the word level in this data, there is no sexism against women, both in language and meaning. In this data, there is no use of certain pronouns or nouns

that marginalize women. In addition, in this data, there is no naming of women that is andocentrism, nor is there any semantic derogation of women. It can be concluded that in the word level analysis of this data, women are represented positively.

**b. Phrase/sentence level**

This data is a preconstructed phrase. Thus, the data is included in the category of ready-made phrases. The phrase "black beauty" here refers to the beauty that is owned by black women. However, when we search for "black beauty" on the internet, what will appear is a black horse. It's different when we search for keywords like "K-beauty" or "French beauty." What will appear is a charming white woman. This is because Black Beauty is a novel published in 1877 about horses. In the advertisement, the word "black beauty" is used to describe the beauty of black women. Black beauty is still underdeveloped and left behind by trends and products. Thus, women in the black beauty category are left behind and marginalized. In this advertisement, Black Beauty is voiced again so that it also appears on search engines. So that all forms of beauty owned by women have an equal place in the technological scene

Although in this data, women are represented by the phrase "black beauty," which is a ready-made phrase, it does not mean that the representation of women is negative. In this context, women try to reconstruct the black beauty code on the internet. Therefore, it can be concluded that women here are represented positively as subjects who try to decode the bias in search engines.

### c. Discourse level

At the discourse level, women in this data are described as characters who are able to defend the interests of their discriminated against people. They want to bring real black beauty to the top of the search engines. By using woman focalization in this context, women want to attract the sympathy of other women out there to do the same with them. Without using the fragmentation that is generally used by some advertisements that cause women to be limited, this ad represents women in a positive way.

From the three stages of the analysis, it can be concluded that at the word level, women are represented positively. At the phrase/sentence level women are represented positively. At the discourse level, women are also represented positively.

### **Datum 15 (Sephora: What You Need to Know About Black Beauty)**

*Black beauty is behind many of the trends, products, and style we love, but it rarely gets the credit it deserves especially online*

#### a. Word level

At the word level in this data, there is no sexism against women, both in language and meaning. In this data, there is no use of certain pronouns or nouns that marginalize women. In addition, in this data, there is no naming of women that is andocentrism, nor is there any semantic derogation of women. It can be

concluded that in the word level analysis of this data, women are represented positively.

**b. Phrase/sentence level**

The presupposition of this sentence is that black women find it difficult to get product references, trends, and styles for themselves because of the limitations of search engines in providing results about black beauty. This assumption is based on products and styles for women with very limited black skin, not as much as women of other races of white skin, such as Korean, French, or Asian. So here we have this woman making a change movement for black beauty so that she is no longer marginalized. Thus, it can be concluded that at the phrase/sentence level analysis in this data, women are represented positively as subjects who carry out the movement for change.

**c. Discourse level**

At the discourse level, women in this data are described as characters who are able to defend the interests of their discriminated against people. They want to bring real black beauty to the top of the search engines. By using woman focalization in this context, women want to attract the sympathy of other women out there to do the same with them. Without using the fragmentation that is generally used by some advertisements that cause women to be limited, this ad represents women in a positive way.

From the three stages of the analysis, it can be concluded that at the word level, women are represented positively. At the phrase/sentence level women are represented positively. At the discourse level, women are also represented positively.

### **Datum 16 (Revlon: Be the Unstoppable You with Jessica Jung)**

*Why should we all look the same?*

#### **a. Word level**

At the word level in this data, there is no sexism against women, both in language and meaning. In this data, there is no use of certain pronouns or nouns that marginalize women. In addition, in this data, there is no naming of women that is andocentrism, nor is there any semantic derogation of women. It can be concluded that in the word level analysis of this data, women are represented positively.

#### **b. Phrase/sentence level**

The presupposition of the sentence is that women cannot be called beautiful if they are different. The inference is that what is called beautiful is if women are in accordance with existing beauty standards, such as a slim body, straight hair, and white skin. So, if they do not meet these criteria, then women cannot be called beautiful. This assumption is based on the stereotypes that exist in society about women. Women's ways of life have been determined by society through certain standards. It was done to fulfill their identity as women. The

standard begins with body shape, skin color, hairstyle, dress style, and even occupation. Society has certain standards that indirectly generalize women as being similar. Thus, it can be concluded that at the phrase/sentence level analysis in this data, women are represented positively as subjects who carry out the movement for change.

### **c. Discourse level**

At the discourse level, women in this data are described as characters who are free and no longer constrained by the values and norms that exist in society. They want to be beautiful according to their own standards without having to follow certain beauty standards. By using woman focalization in this context, women want to attract the sympathy of other women out there to do the same with them. Without using the fragmentation that is generally used by some advertisements that cause women to be limited, this ad represents women in a positive way.

From the three stages of the analysis, it can be concluded that at the word level, women are represented positively. At the phrase/sentence level women are represented positively. At the discourse level, women are also represented positively.

### **Datum 17 (Revlon: Be the Unstoppable You with Jessica Jung)**

*Be unstoppable you*

**a. Word level**

At the word level in this data, there is no sexism against women, both in language and meaning. In this data, there is no use of certain pronouns or nouns that marginalize women. In addition, in this data, there is no naming of women that is andocentrism, nor is there any semantic derogation of women. It can be concluded that in the word level analysis of this data, women are represented positively.

**b. Phrase/sentence level**

This sentence belongs to the category of ready-made phrases because the sentence is a slogan. In this slogan, the word "you" refers to women, as actors and also the target of the advertisement. The slogan also contains the phrase "be unstoppable," which means it is impossible to stop or prevent it. Thus, in this advertisement, women become subjects that are expected to be impossible to stop or prevent, and they can do what they want. Women are depicted as people who fight the old stereotypes about beauty standards. The standard of beauty referred to here is the rules regarding the existing definition of beauty. As subjects, women as subjects determine their own identity and plan their own lives. There is nothing that can stop women from making their choice, and they will get rid of everything that gets in their way. Therefore, it can be said that women in this data are positively represented.



### **c. Discourse level**

At the discourse level, women in this data are described as characters who are free and no longer constrained by the values and norms that exist in society. They want to be beautiful according to their own standards without having to follow certain beauty standards. By using woman focalization in this context, women want to attract the sympathy of other women out there to do the same with them. Without using the fragmentation that is generally used by some advertisements that cause women to be limited, this ad represents women in a positive way.

From the three stages of the analysis, it can be concluded that at the word level, women are represented positively. At the phrase/sentence level women are represented positively. At the discourse level, women are also represented positively.

### **Datum 18 (Revlon: Be the Unstoppable You with Jessica Jung)**

*Live boldly*

#### **a. Word level**

At the word level in this data, there is no sexism against women, both in language and meaning. In this data, there is no use of certain pronouns or nouns that marginalize women. In addition, in this data, there is no naming of women that is andocentrism, nor is there any semantic derogation of women. It can be

concluded that in the word level analysis of this data, women are represented positively.

**b. Phrase/sentence level**

This data is the slogan of a foundation beauty product advertisement from the Revlon brand. This sentence is included in the category of ready-made phrases because it is the slogan of a beauty advertisement. In this advertisement, the slogan is aimed at women as actors and also the target users of their products. Thus, indirectly in this advertisement, women are the expected subjects and are invited to live boldly. Therefore, with the ready-made phrase on this data, it can be said that women are represented positively.

**c. Discourse level**

At the discourse level, women in this data are described as characters who are free and no longer constrained by the values and norms that exist in society. They want to be beautiful according to their own standards without having to follow certain beauty standards. By using woman focalization in this context, women want to attract the sympathy of other women out there to do the same with them. Without using the fragmentation that is generally used by some advertisements that cause women to be limited, this ad represents women in a positive way.

From the three stages of the analysis, it can be concluded that at the word level, women are represented positively. At the phrase/sentence level women are

represented positively. At the discourse level, women are also represented positively.

**Datum 19 (Revlon: All Day Wear with Revlon Color Stay Make Up)**

*Makes me feel unstoppable ready for anything*

**a. Word level**

At the word level in this data, there is no sexism against women, both in language and meaning. In this data, there is no use of certain pronouns or nouns that marginalize women. In addition, in this data, there is no naming of women that is andocentrism, nor is there any semantic derogation of women. It can be concluded that in the word level analysis of this data, women are represented positively.

**b. Phrase/sentence level**

The presupposition of the sentence is that by using a skin corrector to cover up their shortcomings, women will be ready for anything. The inference is that women will become unstoppable if the things that make them insecure have been covered up, such as black spots or acne scars. This assumption comes from the habit of women who generally always wear make-up to cover the imperfections on their faces, one of which is a skin corrector. They use a skin corrector that lasts 24 hours to help them face the day. Thus, they will be more daring to carry out activities both inside and outside the room, whatever the activity. Therefore, with the presuppositions and inferences of this data, it can be

said that women in this data are positively represented as subjects who are active in many activities.

### **c. Discourse level**

At the discourse level, women in this data are described as characters who are free and no longer constrained by the values and norms that exist in society. They want to be beautiful according to their own standards without having to follow certain beauty standards. By using woman focalization in this context, women want to attract the sympathy of other women out there to do the same with them. Without using the fragmentation that is generally used by some advertisements that cause women to be limited, this ad represents women in a positive way.

From the three stages of the analysis, it can be concluded that at the word level, women are represented positively. At the phrase/sentence level women are represented positively. At the discourse level, women are also represented positively.

In conclusion, in the analysis of word level, the data found did not consist of any sexist insults that insulted women. Even common words that are usually used to represent only men in the data found in beauty product advertisements are used to represent women. Therefore, in this world-level data analysis, no negative representation of women was found.

In the analysis at the level of phrase or sentence, ready-made phrases and presuppositions and inferences are found, but no one represents women in a negative way. The advertisement positioning women as subjects differs from the presentation of women, which is usually as objects that meet men's needs. Otherwise, women are usually underestimated by being represented as subjects who can only do trivial things. In the data found, women are represented as subjects who can also change the world.

From the results of the analysis above, it can be seen how women are represented in beauty brand advertisements. In the analysis of the character or role of women, they are represented as subjects who love themselves by being themselves and giving the best for themselves. In this case, the advertiser tries to present the figure of a woman who tries to change the stereotypes that exist in society. Furthermore, in the analysis of focalization, advertisers also try to present advertisements from the point of view of women and also attract the sympathy of fellow women to jointly try to change the stereotypes that exist in society. Thus, at the discourse level, women are represented positively by using character or role analysis and focalization.

## **2. Ideology underlie the representation of women in beauty brand video advertisements**

Based on the three levels analysis above, it can be seen that the representation of women can be seen through a feminist stylistic analysis. The feminist stylistics itself is implemented with three-level analysis, which includes

word level, phrase or sentence level, and discourse level. Mills (1998) says feminist stylistics is a tool to deal with sexism and gender bias in texts. Therefore, it can be used to reveal the representation of women in beauty product advertisements.

At the word level, the researcher found one generic noun. Mills (1998) argues that if a generic noun is oriented to a particular gender, it is a form of sexism in language. For example, in his book, Mills mentions that "people" is a generic noun. However, if the word "people" is located in the sentence "Top people told me to take a mistress," then the word "people" becomes male-oriented. As a result, the term "people" here only refers to males, because a female cannot take a mistress.

On the other hand, in this study, researchers found generic noun oriented towards females. The word "people" in the sentence "Beauty that stands for all people around the world" in the L'Oreal Paris advertisement is a sexism language that is oriented towards women. However, the generic noun found in the data referred to a specific gender which is female-oriented. Thus, it can be concluded that the representation of women in beauty product advertisements at the word level analysis is positive. This is because there is no marginalization of women or sexism in language or meaning that is oriented towards men and can demean women.

In this study, at the level of phrases or sentences, the researcher found ready-made phrases and presuppositions and inferences. Ready-made phrases can be

phrases that are preconstructed and are also advertising slogans (Mills, 1998). Of the data found, all of them represent women as subjects who are expected to face and even change the stereotypes that degrade women in society.

At the level of discourse, the researcher found the data belonging to the character or roles and the focalization. Mills (1998) argues that characters or roles are ideological messages circulating within society about how women and men are. In this study, women are represented as strong individuals who respect and love themselves. Women try to break old stereotypes that exist in society.

In addition, this study also found focalization data. Focalization is the process by which the events in the story are related to the reader (Mills, 1998). In the data found, advertisers use the point of view of women as subjects so that they can attract the sympathy of the female audience, so they are willing to join in making changes to the future of women.

From the results of the research above, it can be concluded that the positive representation of women as subjects in beauty brand video advertisements is based on the ideology of feminism. Feminism is the belief that women are treated oppressively and differently from men and that they are subject to personal and institutional discrimination (Mills, 1998). Therefore, in the ad video, the advertiser tries to show that women also have the same position as men, who can do the work they want and dress however they want. In addition, feminism is an ideology that believes that society is organized in such a way that, in general, it benefits men more than women (Mills, 1998). Thus, beauty brand

advertisers try to invite women to make changes to the stereotypes that exist in society for a better future for women.

## **B. Discussion**

Based on the findings of the study, it can be demonstrated that the feminist stylistics model can be implemented in the representation of women. The implementation is carried out in three stages, namely word level analysis, phrase or sentence level, and discourse level. In this study, each piece of data found is analyzed in three stages to find out whether there are sexist words, phrases, or sentences as well as discourse that demean women.

At the word level, the researcher found that there is generic noun that used to represent certain genders. Mills (1998) argues that a generic noun is a language that is oriented towards male experience as a generalization or norm. However, in this study, the generic noun is found in the form of the word "people" and is used to represent women. This is because the word "people" here is juxtaposed with the word beauty, which is a word that is closely related to women. If so, the word "people" is an example of sexism in language in the form of a generic noun, but this sexism does not have a negative effect on the representation of women.

In this study, only one data contains sexism at the word level. In the beauty brand video advertisements, which are the object of this research, only found a generic noun found that does not demean women. In contrast to the research conducted by Ilmala (2021) using the same theory with different objects in the



form of film found, naming and andocentrism like Mrs. Lane, endearment and diminutives such as my dear, and semantic derogation of women such as governess. All of the sexism found represent women as weak, small, and objects of male domination.

At the phrase/sentence level, the researcher found ready-made phrases and presuppositions and inferences used to represent women. Mills (1998) argues that ready-made phrases are preconstructed language that contains sexist meanings. However, in this study, preconstructed language is used to represent women in a positive way. For example, in the sentence black beauty, which is used to represent the beauty of black women, they are represented as brave women who eradicate the discrimination they experience. This is different from previous research that has been done by Ilmala (2021). The preconstructed language found represents women as weak and dependent characters who need to rely on men.

In addition, at the phrase/sentence level analysis with the object of research on this beauty brand advertisement, it was also found that presupposition and inference were used to represent women. For example, in the sentence "Why should we all look the same?" where the presupposition of this sentence is to be beautiful, women must be the same as others, namely meet existing beauty standards. While in the advertisement of the sentence, it promotes beauty in its own way. So that women are no longer being limited. In contrast, previous research by Ilmala (2021) found that presupposition and inference portray women as characters who will fail if they do not receive education.

At the discourse level, the researcher found that women are represented as brave, strong, independent, active, and attractive. Whereas in previous studies that have been carried out by Ilmala (2021), women are described as social objects and beauty products. In addition, at the discourse level, focalization is also found. The study found that in beauty brand advertisements, the focalization found is from the point of view of women and aims to attract sympathy for the female character in the advertisement. In contrast, in previous studies, focalization was found to be aimed at attracting sympathy for the male characters in the film.

From the positive representation of women above, it can be seen that the advertisements for beauty products that have been chosen are based on the ideology of feminism. This ideology leans towards women and defends women's interests. If previous research found many patriarchal ideologies or other ideologies that marginalize women and position women as objects, in this study women are represented as subjects. Women are represented as valuable subjects as in the "we are worth it" data. Women are represented as subjects who break old stereotypes as contained in the data "why should we all look the same?" All those representations are based on the feminist ideology that advertisers are trying to spread.

In previous studies, discussions about women in advertisements have been carried out a lot. A study was conducted by Hambur (2019) in which the formation of the beauty image in the advertising slogans of mislead women became more materialistic and individualistic. Advertisers create and manipulate

beauty images to create certain standards for women. Women are used as objects where all aspects of life are regulated based on society, including advertisement. Women are required to be beautiful based on specified standards. Their activities are limited to taking care of the house because the stereotype that formed indicates that ideally a woman should be beautiful and be able to take care of the house. The research conducted by Nugrawidhanti (2016) also shows that in terms of linguistic features, advertisers flock to form the ideal concept of beauty for women. In addition, in a study conducted by Putri (2020), researchers proved that Pond's was successful in advertising its products by offering consumers confidence that their products can lighten skin. This also shows that the beauty of women is seen from the color of their skin. They must have fair skin to be beautiful.

In contrast, this study presents how women are represented positively by advertisements for beauty products. What is meant positively here is that women are represented as subjects. So that women have power over themselves. They are free to be beautiful in their own way. They are no longer based on the beauty standards that have been circulating in society. Women can look beautiful according to their respective skin tones. Women can still look beautiful with all their outdoor activities with beauty products that support their activities. If in previous research advertisements for beauty brands flocked to create the concept of beauty ideal for women, in this study women have started to become the subject of advertisements that can create beauty according to their own wishes supported by products that meet their skin's needs.



## **CHAPTER V**

### **CONCLUSION AND SUGGESTION**

This chapter consists of conclusion and suggestion of this research. The conclusion is elaborated based on the analysis of three level theories which consist of word, phrase or sentence, and discourse in the previous chapter. Based on the result the researcher gives conclusion and suggestion for the future studies.

#### **A. Conclusion**

The conclusion is drawn by analyzing the data based on three levels of feminist stylistic theory. The researcher found generic noun at the word level. At the phrase or sentence level, the researcher discovers ready-made phrases and presuppositions and inferences. At the level of discourse, the researchers found character or roles and focalization.

Women in beauty brand advertisement videos are represented positively. Women have a position as a subject not as an object. This conclusion is obtained from the three-level analysis that has been carried out. This representation is based on the ideology of feminism as a set of belief that fights for women's rights.

#### **B. Suggestion**

In future research, it is hoped that this research can be a reference source in conducting research related to critical discourse analysis of the Sara Mills model which can later be developed more deeply. The researcher suggests to future researchers to use other Sara Mills theories to see how the media portrays women with other theories. In addition, comparative studies can also be carried

out regarding what objects can be used, such as movies, news, TV shows, and others. Research can also be done by comparing objects from two different countries.

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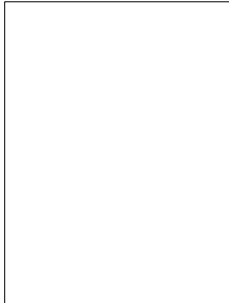
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